

A photograph of Bob Cooper, a man with glasses wearing a light-colored short-sleeved button-down shirt, standing in front of a large satellite dish. The dish is mounted on a structure with various cables and mechanical parts. The background shows another dish and a clear sky.

**BOB COOPER TALKS**

**ABOUT  
TVRO's  
FIFTH  
ANNIVERSARY  
CELEBRATION**



**MORE THAN 5,000,000** words 'ago,' in the month of September during the year 1979, Bob Cooper and a typewriter purposefully set out to 'establish an industry.' Coolly, deliberately, with several years of planning and re-planning already behind him, Coop began the molding process for the home TVRO industry.

**ON OCTOBER 18, 1984,** the TVRO industry will 'officially' celebrate its 5th birthday/anniversary. This date is important, and relevant because it was on the 18th of October in the year 1979 that the (U.S.) Federal Communications Commission 'last met' to discuss, formally, the matter of 'regulating small, home TVRO receive-only television terminals.' In that historical meeting, the FCC debated the merits of a non-licensed environment and came to the reasoned conclusion that licensing was counter-productive and in a rare, candid assessment of the abilities of a bureaucratic agency, determined that they could not handle the expected influx of such license applications. With a brief vote, all seven Commissioners 'yeaed' the abandonment of a policy which had begun in 1934, **and**, the TVRO industry was born. We have been kicking and screaming ever since.

**PERHAPS,** never in the history of mankind, has a single idea so captured the minds of men and women everywhere. The very concept of providing worldwide access to **all** of the news, entertainment, sports and education of an **entire world** is, on the surface, 'mind boggling.' It has captured the attention of world leaders, diplomats, engineers, scientists, entertainers and most important of all, the average man and woman like no electronic communication concept ever before introduced to mankind.

**THERE** is 'the seed' of a great and world-ranging information revolution here. It is therefore significant that as this industry begins its sixth year of development that **Bob Cooper** and **Coop's Satellite Digest** has staked out a very special project which begs the attention and the support of **every level** of equipment supplier in our industry.

#### ARTHUR C. CLARKE:

"If I had not proposed the idea of geostationary relays in **WIRELESS WORLD** in 1945, half a dozen other people would have quickly done so. I suspect my 'early disclosure' may have advanced the cause of space communications by approximately fifteen minutes . . . (from "**1984: Spring** / A Choice of Futures").

#### TVRO's FIFTH Anniversary Celebration

Coop's Satellite Digest has designed, with the same attention to detail which Coop utilized to outline on paper the planning for the TVRO industry itself during 1978 and the first half of 1979; a '**Fifth Anniversary Celebration**' for the TVRO industry, which is slightly awesome in its scope and completeness. The key elements are as follows:

**A) A VERY SPECIAL ISSUE OF CSD/** The October 1984 issue of CSD will (by coincidence) be the start of CSD's sixth year. This issue will be unlike any (previous) issue of CSD to date.

**1) Sizeable:** between 200 and 250 pages are planned, 'book-bound' and created to become a 'permanent record' of the true birth, and development of the TVRO world during its early, critical, formulative years.

**2) Instructive:** hardly a re-hash of past issues of CSD, the October 1984 issue will trace the sequential development of ALL of the key elements of an industry (engineering, legal/regulatory, political and philosophical) being born. It will read, from 'Chapter One' to 'Chapter Twelve' like a good novel, weaving all of the individual parts in a complex and complicated world into a single, authoritative text.

**3) Novice-Informative:** while this is 'our industry' and CSD is created for 'our industry,' we anticipate this very special edition of the industry's trade journal becoming a widely read (and enjoyed) special publication for years to come. The 'language' of the 12 chapters is purposefully designed not to 'befuddle' the complete 'novice' in our field, while at the same time not 'turning off' the members of the industry. Special restrictions in advertising copy **content** will be suggested, as we shall see.

**This special, 200/250 page edition of CSD is destined to become a much sought-after "collector's edition" to be read and re-read for years to come.** Everyone will want to order multiple copies for not only their private use, but for giving to friends and acquaintances, bankers and politicians.

And that is but the beginning.

**COOP'S  
SATELLITE  
DIGEST**





B) A VERY SPECIAL **TWO-HOUR TELEVISION PROGRAM**, to be telecast throughout North America two times, the first being October 18th in the year 1984 as a part of the industry's "**Official Fifth Birthday Celebration.**"

- 1) Prior to the 'official formation' of an industry, before October 18, 1979, Coop had the videotape cameras 'rolling.' In fact, Coop even has **the full FCC meeting** of October 18, 1979 **on videotape!** The most extensive 'library' of videotape coverage of 'BT' (before TVRO) and 'AT' (after TVRO) in one place in the world today is stored at Coop's WIV studios on Providenciales. More than 300 hours in all, documenting and tracing virtually every important 'event' and 'development' in the TVRO 'world.'
- 2) This very special material is now being carefully reviewed, and scripted, by Coop. From this will come a two-hour-television special that traces in a professional manner the development of our industry. Musically 'scored' from start to finish, this is no small-time effort!
- 3) And entertaining, from start to finish! No 'talking heads,' this professionally produced television special will immediately capture the attention of viewers and hold them spell-bound for the full two hours, actually wishing that it had lasted longer!

Best of all, this two hour "**Official TVRO Fifth Birthday Celebration**" will be transmitted via satellite on two occasions so that viewers may enjoy it at a variety of times, starting on the evening of October 18, 1984. **Limited commercial television advertising** availabilities, to the industry, **will be offered.**

There is more.

C) **TVRO'S PRE-BIRTHDAY CELEBRATION**, scheduled for September 4, 1984 at and during The STTI/SPACE 'Nashville-Bash' trade show this fall. A giant 'birthday party celebration,' co-sponsored by Coop's Satellite Digest. An evening of sparkling entertainment, and 'highlight-preview-clips' from the "Official Fifth Birthday Celebration" television program to be satellite-telecast six weeks later.

- 1) The awarding of **SEVEN very special awards**, from CSD and the industry at large, to seven key individuals who have been selected as making 'major contributions' to the TVRO industry in its early, forming years. A very special honor, recognizing that without the contributions of these 'Silent Seven' the industry might have taken entirely different turns while following the pathway to its present success and excitement.
- 2) The awards themselves, and the ceremony surrounding these awards, will be videotaped to 'complete' the two hour television special coverage scheduled for October.

#### ARTHUR C. CLARKE:

"... really revolutionary inventions turn the world upside down. And by revolutionary, I mean something that produces a great advance in the satisfaction of some fundamental human need..." (from "**1984: Spring / A Choice of Futures**").

#### PARTICIPATING

It is our wish that every level of supplier to the industry will recognize that participation in this very special project should be non-partisan, and where reasonably possible, as 'non-competitive' as possible. CSD is, for example, extending pages within the "October 1984 Fifth Anniversary Issue" to other print-media creators from within our industry, encouraging their participation in and support of this 'All-Industry' effort. We hope that the same spirit of 'support' for the project will be seen at other levels of the industry as well.

- 1) **Advertising:** In spite of the 200/250 page mammoth size, and the anticipated ultimate press run **approaching 25,000 copies (!)**, there is **no increase in advertising rates for this issue of CSD.** We think that is significant. Full CSD advertising rates, for the October 1984 issue as well as all other issues, are found in this publication.

We would like to suggest, and encourage, that suppliers to the industry view this special issue as **a unique opportunity to place in one single issue of one single publication a 'full-catalog-line-up' of all of their products or services.** We anticipate many 4, 8 and even 16 page 'runs' from a single supplier, listing in 'mini-book-form' all of the equipment, specifications, performance criteria and selling features of ALL of the products in their respective lines. CSD's already low advertising rates, married to the unique appeal of this very special "collector's issue," plus the anticipated total circulation of 25,000 copies makes this a very unusual bargain in advertising.

- 2) **Television Advertising:** With the development of special industry programs such as '**Satellite Showcase,**' and with the creation of special video-format selling and training tools from within our industry, 'television production' is no longer to be feared by our industry. Television, properly utilized, is merely another form of communication and when the 'advertising vehicle' is right, it is an excellent bargain. **We believe the wide-spread appeal of the October 18th-telecast (plus the repeat showing) makes this television program 'The Right Vehicle.'** We have attempted to structure the 'rates' for participating in this venture so that no OEM supplier will feel he cannot at least participate in a supportive role.
- 3) **Birthday Party Co-Sponsorship:** The excitement of the entire program will really begin with the Nashville 'Birthday Party For TVRO' on September 4th. We will be building excitement



through CSD effective with our July 1984 issue using some very unique 'marketing tricks' which we are reserving as a 'surprise' until that issue. However, we would like to 'share' our excitement of the 'Birthday Party For TVRO,' in Nashville, with those suppliers who feel that a gala, fun filled early-evening hosting and toasting of the past and future successes of our industry is an appropriate activity for the Nashville show.

**There is no 'formal rate sheet' for this co-sponsorship program** but those suppliers who would like to talk about **participating** with Coop in **putting on this birthday party** are encouraged to pick up the telephone and call Carol Graba at the CSD office (305/771-0505) **right now!** Only a limited number of co-sponsorships are available and we believe the benefits are many.

### BEHIND The Scenes

In tracing and reconstructing the excitement of the development of TVRO, CSD is relying on files and files of 'written records,' and the more than 300 hours of videotape shot piece by piece as our industry developed. We are very fortunate to have available for **our use** an exciting, new piece of high technology developed by Mitsubishi Electric; a not-yet-available device called **'The Video Printer.'** This gadget is a marvel of new technology, producing reasonable quality hard copy 'prints' of whatever action you happen to see on the television screen at the instant when the 'print button' is pressed. Within 15 seconds time, you have in your hands a hard print (similar to a photograph, but created totally electronically) of the TV screen image!

**Use of this new technology** (fewer than 20 such units are believed to be 'out' in North America at this time) will allow us to photographically highlight the development of TVRO, directly from the videotape library, with an ease and clarity never before possible. If a television camera 'caught' the event and action on tape, **we now have the option** of reproducing the exact same action in 'still form' in CSD. It is like having an almost infinite library of still prints available to use as illustrations for print publications. In reconstructing the industry's development, having access to **32,400,000** 'photographic prints' (the equivalent number of 'frames' in 300 hours of videotape) is 'awesome.' Reviewing and selecting those to be used in print would be an almost super-human task. However, with the use of high speed videotape 'search' and 1984 quality 'still frame display' video playback equipment, it is actually possible to **'zip through'** 108,000 individual 'photos' (frames), or an hour's worth of tape, in perhaps 10 minutes time.

### ARTHUR C. CLARKE:

"We need mass education to drag this world out of the Stone Age and any technology — any machine — that can help do that is to be welcomed, not feared . . ." (from **"1984: Spring / A Choice of Futures"**).



**MITSUBISHI Video Printer advanced product sample in use at CSD to cull more than 32,000,000 individual videotape frames for 'print use' in CSD for October 1984.**

The resources dedicated to this project are considerable.

### YOUR Opportunity

There is opportunity, challenge and **'duty'** here for **every level** of supplier to our industry. And we believe we are intelligent enough to have designed a 'package' of advertising and promotional opportunities which will in one form or another 'fit' into your advertising plans, and budget.

**1) TVRO Dealers:** We suggest a small 1/8th page advertisement to 'freeze in time' your own 1984 participation in the TVRO industry. See special **'TVRO DEALER PARTICIPATION'** sheet with this package.

**2) TVRO Distributors/OEMs:** 'The Opportunity' of TVRO's short lifetime to date; the chance to become an active participant in a project that will be 'the talk' of the industry for years to come. CSD advertising rates are set out in this publication. Note that there is **no increase in advertising rates** for the special October 1984 edition; we wish to encourage you to use 4, 8, 12 and 16 page sets in four color where possible to present your 'full catalog line-up' of products and services!

**NOTE restriction:** For this issue only, **BECAUSE** It will have an ultimate circulation of perhaps 25,000, the majority of which will end up in hands outside of our immediate (present) industry, we are **ASKING** that specific-price advertising be **not** used. This actually makes excellent sense because we anticipate use of this 'Historical Issue' will be great even five years from now, and price-advertising would be woefully out of date by that time anyhow!

### SPECIAL Premiums

Distribution, widespread distribution of both the



1984 "Collector's Issue," and the two hour television 'special,' is of course to be encouraged. We have lived, as an industry, in a vacuum for most of our five years and we feel the **one-two punch** of the special issue **plus** the television special is an industry-wide opportunity to break out of that cocoon.

Therefore, the following CSD-provided premiums will apply:

**1) Extra Copies** of the October 1984 issue:

All advertisers will receive extra copies, free of charge (this special issue, scheduled for newsstand distribution, will have a 'front-cover-price' of \$15; for wholesale pricing, see section here.) You will automatically receive 'Bonus Copies' on the following schedule:

- A) 1/8th page ad: **One** free bonus copy.
- B) 1/4th page ad: **Two** free bonus copies.
- C) 1/2 page ad: **Three** free bonus copies.
- D) Full page ad (black and white or color): **5** free bonus copies.

E) Multiple pages earn **additional free bonus copies** at the multiplier rate from a full page (i.e. 8 full pages equals 40 copies; a retail-value premium of \$600!).

**2) First-Generation** pre-release 'dubs' of the two hour television special. While the television-premiere of this program will be on the evening of October 18th, we plan to have the complete program ready for limited initial distribution one week in advance of that date. The following premiums **automatically apply** to advertisers:

- A) Any firm taking the standard (60/120 second) commercials within the telecast will receive **two** (VHS) high quality (air quality) dubs, free of charge.
- B) Any CSD advertiser taking **8 or more pages in CSD** in the October 1984 issue will receive **one** high quality dub, free of charge.

Although this program is being distributed 'free of charge' on satellite, and thousands can be anticipated to make their own down-link fed videotape copies (and we will encourage this since widespread use and re-use is beneficial to all participants), we will **also offer** high quality first-generation dubs in single quantities as well as wholesale quantities for later use. These tapes will carry a 'retail price' of \$79.95. A dealer pricing schedule is included here.

### SPECIAL Copies

The first 2,000 copies of CSD/October 1984 will be 'extra-special.' They will include a personally inscribed 'block' on the front cover which proclaims '**best wishes to**' the recipient of that issue.

Naturally all CSD subscribers will receive their 'regular' copy of this issue (many will be sent UPS because of their weight and size!). The first 2,000 copies, however, will be **personally inscribed by Coop** on the front cover, to the recipient.

### SPECIAL Promotion

Extensive publicity in TVRO-consumer trade press for both CSD and the two-hour television special will precede the actual releases. To have maximum effectiveness, **the entire industry** should be supporting this 'upbeat,' positive-attitude series of events. We will do everything in our power to make this event worthy of the importance of the 'Fifth Birthday'!

### EXTRA-Special Promotions

Within the industry, for our industry dealer network **ONLY**, CSD will launch a very special dealer participation 'contest' in our July issue. With a suitable prize for the winner, CSD will see that dealers throughout the industry get the 'Fifth Birthday Fever' and become excited about the coming fall events, and, selling season!

### EXTENSIVE Industry Publicity

You or your firm may well receive multiple copies of this publication. It is basically a CSD rate card with added insight for the special 'Birthday Events' now in preparation. Please note the deadlines here.

**Certain 'early publication' deadlines do apply** for the October issue of CSD. A 16 page segment of this special issue will be held to the normal (September 15th) 'print date' but the balance of CSD/October/Birthday Issue will be on the presses early in September to meet the October 1st release date.

**DEADLINES** for making space reservations are much sooner than you might normally expect so **please note** the following:

- 1) Date of issue: **October 1, 1984**
- 2) Deadline for **space reservations**:
  - A) **Black and white** advertisements, any size . . . **August 10, 1984.**
  - B) **Color** advertisements, any size . . . **August 5, 1984.**
- 3) Deadline for **advertising copy**:
  - A) **Black and white** advertisements, any size . . . **August 15, 1984.**
  - B) **Color** advertisements, any size . . . **August 15, 1984.**

**Note:** As always, full payment with shipment of advertising copy.

### TELEVISION Special Deadlines

Television advertisements within the special are divided into three categories. It is expected that all television advertising inserts will be delivered to CSD (see addresses to follow) on 3/4" tape. There should be a minimum of **two dubs** for 'long form' inserts on the **same tape**, and a minimum of **three dubs** for 'short form' inserts on the **same tape**.

- 1) **Long Form:** No set length, except not to exceed 8 minutes total time, and such long-form inserts are **subject to Coop's approval** for content and pacing (i.e. an upbeat piece, up to 8 minutes in



length, not tied to 'talking heads' and typical 'informational blahs' **will be allowed**; lengths greater than two minutes which 'drag' and which do not have 'upbeat production qualities' **will not be accepted**.)

A) **Length:** Greater than two minutes (120 seconds, but not more than 8 minutes (480 seconds). **Rates are \$1,900 per minute** or fractional equivalents (i.e. 3 minutes 40 seconds would be  $3.66 \times \$1,900$  or \$6954.00).

2) **Short Form:**

A) One minute length: **\$2,250**. Note that one minute commercials will possibly appear in a 'two minute commercial break **cluster**' and therefore may **share** their 'cluster-break' with another commercial.

B) Two minute length: **\$4,200**. Note that two minute commercials will always appear **'alone'** and will be preceded and followed by 'program material.'

3) **Deadlines:**

A) For television 'space' reservations (i.e. "**hold for us two minutes . . .**") the deadline is **August 15, 1984**. We will accept telephone reservations up to August 15th BUT must have full payment for the time reserved by August 25th to hold that 'space.'

B) The appropriate **3/4" air-ready videotape dubs** must be in our Fort Lauderdale office no later than **September 15, 1984**.

4) **Long Form Conformity:** All long form commercials must be submitted (in at least rough-edit form) to CSD for advance approval **no later than September 1, 1984**. We will immediately review the tape and advise of the appropriateness of the long-form 'info-mercial.'

# ARTHUR C. CLARKE

"I don't envy anyone who has to advise his country what to buy — or to accept as a gift — in the telecommunications field during the next few years. Or, for that matter, for the rest of the century. By 2001, everything we have now will still be operating **somewhere**. And it will **all** be obsolescent . . ." (from "**1984: Spring / A Choice of Futures**").

## CSD and CSD/2 ADVERTISING RATES

This is the 'formal rate card' portion of this publication. The rates here are for **any issue** of CSD or CSD/2 and they will be in effect until the next 'formal rate card' is issued. Please retain this in your media file since there is data here which is useful on a routine basis.

1) **DEADLINES** (special October 1st issue aside; see instructions previously):

A) CSD (1) issued on the **1st** of each month.

1) **Space Reservations:** No later than the 5th of the month preceding the date of issue; i.e. June 05, 1984 for the July (01), 1984 issue.

2) **Copy Receipt Deadlines:** No later than the 10th of the month preceding the date of issue; i.e. June 10, 1984 for the July (01), 1984 issue.

B) CSD/2 issued on the **15th** of each month.

1) **Space Reservations:** No later than the 1st of the dated month; i.e. July 01, 1984 for the July 15, 1984 issue.

2) **Copy Receipt Deadlines:** No later than the 5th of the dated month; i.e. July 05, 1984 for the July 15, 1984 issue.

2) **TERMS:**

A) Unchanged since 1979; **full payment with space reservation**, or at latest, **with copy**. Agency discount should be taken when calculating prepayment amount.

3) **SHIPPING INSTRUCTIONS:**

A) Express or regular mail **ONLY** to CSD, P.O. Box 100858, Ft. Lauderdale, Florida 33310. FED-X, Purolator or other overnight door-to-door service **ONLY** to Coop's Satellite Digest, Hangar 26/Executive Airport, 5500 N.W. 21st Terrace, Fort Lauderdale, Florida 33309.

4) **ASSISTANCE/Questions:**

A) Call Carol Graba at 305/771-0505 between 9 AM and 4 PM eastern time weekdays. **Note:** If the telephone does not answer, or you receive a recording, try again in an hour.

5) **MULTIPLE INSERTION/earned rates:**

A) With the advent of CSD/2, many advertisers are using more than 12 insertions (or full pages) per year. Our rates allow for discounts at the 12 **and** 24 time per-year levels. You may 'earn' these rates and when you pass from 23 **to** 24 insertions of **any size** during the course of 12 months, a rebate based upon 'earned discounts' will be calculated. The same earned discounts apply at the transition from the one time (1X) rate to the 12 time (12X) rate.

6) **AGENCY Discounts:**

A) All camera ready art, complete and prepared for printer's camera, is agency-commissionable. The standard agency



commission (discount) is 15%. This discount should be taken at the time of prepayment (i.e. take appropriate rate and multiply by 0.85).

#### 7) MECHANICAL Requirements:

- A) CSD and CSD/2 are offset printed and 133 line screen materials are acceptable; right hand reading, emulsion down.
- B) There is no premium for bleed advertisements for full pages; bleeds for 1/2 page **vertical** ads are allowed and there is no premium. **No bleed** is possible for 1/2 page horizontal, 1/4th page or 1/8th page advertisements.
- C) Advertisement sizes for either publication are as follows:
  - 1) **Trim Size:** 8-3/8" wide by 10-7/8" high.
  - 2) **Pre-trim size:** 8-1/2" wide by 11.0" high.
  - 3) **Full Page:** 8-3/8" wide by 10-7/8" high (after trim).
  - 4) **Half-Page:**
    - A) Vertical format: 3.25 inches wide by 9 inches high (no bleed) **or** 3-13/16 inches wide by 10-7/8 inches high (bleed, **after** trim)
    - B) Horizontal format: 7.0 inches wide by 4-7/16 inches high.
  - 5) Quarter-Page:
    - A) 3.25 inches wide by 4-7/16" high.
  - 6) Eighth-Page:
    - A) 3.25 inches wide by 2-3/16" high.

#### 8) COLOR

- A) Two, three, four or five color is available. Package rates for four color are shown in the 'rate table.' For less than four color, the **per-color-charge** is \$125 (agency commission applies) regardless of the size of the advertisement. Standard printer colors are available; **special colors** (i.e. gold or silver) carry a premium price and should be rate-quoted by CSD's office.

#### 9) COVER Positions

- A) Between CSD and CSD/2 there are '7' cover positions. They are available on a 'longevity basis' to the oldest advertisers of record. No cover-space advertiser (on covers 2, 3 and 4 for CSD and CSD/2) may utilize **more than one** cover space between the combination of the two publications. In the event that one of the present cover-space users 'drops' his use of a cover, CSD will contact the next oldest 'advertiser of record' to offer a cover position to that advertiser.

#### 10) PREPAYMENT Required

- A) All advertising must be prepaid prior to acceptance for an issue. In the event that advertisers using agencies require special invoicing before payment may be submitted,

contact CSD's Carol Graba **no later than the 25th of the second month prior to publication** (i.e. June 25th for August 1984 issue) to arrange for pre-invoicing. All advertising checks should be drawn to "Coop's Satellite Digest" or simply "CSD" and may be transmitted with the space reservation, the advertising copy or separately from either. **The deadline for prepayment** is the same as the deadline for copy; i.e. the **5th** of the dated month for CSD/2 or the **10th** of the preceding month for CSD.

#### 11) CIRCULATION

- A) All copies of CSD and CSD/2 are sent via FIRST CLASS mail; this means **AIR**mail in virtually all instances and offshore subscribers are mailed at the 'letter' (preferential) rate insuring speedy delivery worldwide.
- B) CSD (first of month) has a paid circulation averaging 3,200 copies per month. Included are virtually every **active** dealer and distributor in TVRO hardware **worldwide**, plus government agencies and others throughout the world who specialize in satellite communications technology.
- C) CSD/2 automatically goes to **all domestic** (CSD) **subscribers**, selected (by their own subscription process) international dealers and distributors, **plus**, a bonus circulation averaging 800+ to **all** of the **DEALER MEMBERS** for **SPACE/STIA**; the international trade association for the TVRO industry. Average circulation for CSD/2 is 3,500.

#### 12) EDITORIAL Policy

- A) CSD maintains an 'independent' and we hope objective posture regarding events and activities and products for the industry. Through a carefully 'honed' network of worldwide correspondents and contacts (including such notable people as Arthur C. Clarke, the 'true Godfather' of satellite communications), CSD attempts to provide straightforward, honest, factual and timely reports and discussion of the progress, and foibles, of our rapidly growing industry.
- B) CSD conducts equipment reviews, using the **22-satellite-antenna test-facility** of West Indies Video on Providenciales (Turks and Caicos Islands). Those 'equipment reviews' appear in CSD or CSD/2, and 'private' testing, not for publication, of products is **also** available. **CSD does not charge for such testing** and details and scheduling for shipment of equipment can be arranged through the CSD office in Fort Lauderdale.

#### 13) SHIP ONLY TO . . .

- A) All advertising and other materials which can be sent via regular OR Express mail



**MUST** be addressed as follows: CSD, P.O. Box 100858, Fort Lauderdale, Fl. 33310. Any materials shipped via FED-X, Purolator or other door-to-door overnight service **MUST** be sent to: Coop's Satellite Digest, Hangar 26, Executive Airport, 5500 N.W. 21st Terrace, Fort Lauderdale, Fl. 33309.

#### 14) CSD/2 PRODUCT NEWS:

- A) CSD (on the first of the month) does NOT publish product or news releases.  
B) CSD/2 (on the 15th of the month) routinely

devotes considerable space to such releases and considers this material important for dealers 'worldwide' to have at their disposal. **Please place Carol Graba** (CSD/2, P.O. Box 100858, Ft. Lauderdale, Fl. 33310) on your press/product/news release mailing list to receive this information. Note that material received prior to the 25th of any month will be scheduled to appear in CSD/2 on the 15th of the following month.

#### CSD plus CSD/2 ADVERTISING RATES

**Note:** Rates are listed for CSD and CSD/2 individually, as well as for 'combinations.' Any advertiser running the same advertisement in **BOTH CSD and CSD/2** in the same month is allowed to take the 'combination rate' discount. The **12X combination rate** is equivalent to 24 insertions within a 12 month period, so any advertiser using **a total of 24 pages** or more during the course of a 12 month period is allowed to pay at **that 12X 'combo'** rate as a 24 time (plus) earned rate.

POSITION/ SIZE	CSD (1st of Month)		CSD/2 (15th of month)		Combo Rate	
	1X	12X	1X	12X	1X	12X
Cover 1	(not available)		\$1185.	\$1075.	n/a	n/a
2	\$1075.	\$ 975.	\$1075.	\$ 975.	n/a(*)	n/a(*)
3	\$1075.	\$ 975.	\$1075.	\$ 975.	n/a(*)	n/a(*)
4	\$1075.	\$ 975.	\$1075.	\$ 975.	n/a(*)	n/a(*)
*/ CSD policy is to <b>not allow</b> any single company to use more than a single cover position between CSD and CSD/2.						
Center Page Spread	\$1925.(**)	\$1750.	\$1375.(**)	\$1250.	n/a	n/a
**/ Center page spread in CSD automatically four color; in CSD/2 black and white ONLY.						
Two Page Spread 4-color	\$1875.	\$1700.	\$1875.	\$1700.	\$3375.	\$3060.
Two Page Spread black/white	\$1240.	\$1125.	\$1240.	\$1125.	\$2225.	\$2025.
Two Page Spread 2-color	\$1470.	\$1320.	\$1470.	\$1320.	\$2590.	\$2350.
Full Page/ 4-color	\$ 960.	\$ 875.	\$ 960.	\$ 875.	\$1725.	\$1575.
Full Page/ 2-color	\$ 815.	\$ 730.	\$ 815.	\$ 730.	\$1480.	\$1300.
Full Page/ black/white	\$ 690.	\$ 625.	\$ 690.	\$ 625.	\$1250.	\$1135.
1/2 Page black/white	\$ 385.	\$ 350.	\$ 385.	\$ 350.	\$ 695.	\$ 630.
1/4 Page/ black/white	\$ 210.	\$ 190.	\$ 210.	\$ 190.	\$ 375.	\$ 345.
1/8 Page/ black/white	\$ 120.(*)	\$ 105.	n/a	n/a	n/a	n/a

\*/ Minimum insertion for 1/8th page is 3 times (3X) with **full payment** in advance **for all three months** (\$360) less agency discount if camera ready.